

# Interested in Cellular “Lab-Grown” Protein?

Our *Food + Technology 2019: From Plant-Based to Lab-Grown* report found that purchasers of plant-based products are more open to cellular or “lab-grown” dairy and meat than other consumers, despite the concept being one of the most challenging alternative protein ideas for consumers to understand.

42%

of plant-based purchasers thought the concept of “cellular meat” (**meat made without animals**) was very or somewhat appealing

46%

of plant-based purchasers thought the concept of “cellular dairy” (**milk made without cows**) was very or somewhat appealing

Today’s plant-based purchasers are more open to the innovatively produced foods of the future. More interested in and motivated by foods that aim to solve key problems related to food production – from the personal to the global – these consumers are also more aware of food innovations in the first place.

Source: *Food + Technology 2019: From Plant-Based to Lab-Grown*